

**TESTIMONY BEFORE THE
COMMERCE COMMITTEE
LEGISLATIVE OFFICE BUILDING
FEBRUARY 19, 2015**

My name is Jennifer Herz and I am Assistant Counsel for the Connecticut Business and Industry Association (CBIA). CBIA has been representing Connecticut's employers for 200 years and today is proud to say the vast majority of our members are small companies employing less than 50 people.

I am writing in support of the concept in SB 819 An Act Establishing an Annual Small Business Saturday.

This bill highlights what many already appreciate - the importance of small employers to our communities and economy.

Many are familiar with the recent American Express promotions of small business Saturday to encourage holiday shopping at small employers and this bill will help support that overall effort. Everyone can relate to their local coffee shop, sports store, hardware store or manufacturer in their city or town. Policies that support small employers also support our local communities and economies.

This effort highlights the vital role small employers' play in our neighborhoods and encourages and reminds folks to shop at small businesses.

Thank you for the opportunity to offer CBIA's comments in support of this bill.